

CITY OF ALAMEDA

Memorandum

To: Honorable Mayor and
Members of the City Council

From: John A. Russo
City Manager

Date: December 6, 2011

Re: Update Regarding the Activities of the City's America's Cup Ad Hoc
Committee

BACKGROUND

At its June 21, 2011 meeting, the City Council formally supported a new committee of Alameda's business and maritime experts to help identify effective strategies to ensure Alameda's participation in the 34th America's Cup (AC34). The AC34 includes the following high profile events:

- **The 2011-2012 AC World Series—starting in August 2012 in San Francisco**—This is a new, annual regatta at various global venues. The AC World Series features 45-foot catamarans designed for both speed and tight, tactical racing.
- **The Louis Vuitton Cup—July 4 to September 1, 2013**—A field of international teams will compete for the right to race against the Oracle Team, the Defender of the America's Cup.
- **America's Cup Finals—September 7 to 22, 2013**—A first-to-win-five (best of nine) series will match the winner of the Louis Vuitton Cup against the Oracle Racing Team for the trophy.

DISCUSSION

The City's America's Cup Ad Hoc Committee has been tasked with capitalizing on the maritime tourism and industry surrounding the AC34 to attract customers to Alameda businesses, expand Alameda's vibrant maritime community, and improve Alameda's infrastructure and appeal as a tourist destination. The Committee has held six meetings in the last four months and has formed subcommittees on promotion, transportation, housing, racing syndicates, and events.

The City is working closely with Committee members in the following areas:

- **Websites.** Committee member Jack Boeger has created an independent website for local AC34-related news, with an Alameda maritime business directory, interactive maps, and other relevant information (<http://alamedawaterfront.com/>). The City has added an AC34 page to its website with links to alamedawaterfront.com and regional resources.

- **Speakers Bureau.** The Committee is creating a speakers bureau to make presentations with a City representative to local businesses and civic organizations. The Committee and the City are working together to prepare a script, PowerPoint presentation, and handout materials and has begun to schedule speaking engagements.
- **Collateral materials.** The City created an Alameda Point brochure advertising the large warehouse and water spaces available to accommodate AC34-related uses, such as for yacht owners, boat equipment storage, maintenance and repair shop purposes (Exhibit 1). A Committee member circulated the brochure to major contacts while attending the recent AC World Series events in San Diego. The City will be working with the Committee to develop an informational pamphlet to accompany Committee presentations.
- **Meeting with major, local commercial property owners.** The City has met with Legacy Partners, Catellus, and other major property owners to identify potential opportunities related to AC34.
- **Coordination with regional agencies and local governments.** The Committee has met with representatives from the City of San Francisco, America's Cup Event Authority, Metropolitan Transportation Commission, and the U.S. Coast Guard. In addition, the City is working with the cities of Oakland, Berkeley, and Emeryville and included them in the November meeting.
- **Coordination with the America's Cup Event Authority (ACEA).** The America's Cup event organizers have created a business portal—America's Cup Business Connect—that will serve as a focal point for announcing business and contracting opportunities. The City has promoted the link (<http://sf.americascup.com/business>) to local businesses so they may register for the online business directory and find out about AC business opportunities. As the AC34 events approach, the ACEA will be working with local marinas to create a website directory, similar to hotels.com, of available slips for boating tourists.
- **Communication with racing syndicates.** The Committee and City are in contact with racing syndicates to explore opportunities to locate their facilities, events, and team operations in Alameda.

FINANCIAL IMPACT

There have been no direct costs for these efforts. Staff time is funded by the Community Development Department's existing personnel budget. PM Realty Group, the leasing and property management contractor for Alameda Point, produced the Alameda Point brochure at no charge.

MUNICIPAL CODE/POLICY DOCUMENT CROSS REFERENCE

Economic Development Strategic Plan (revised in 2008):

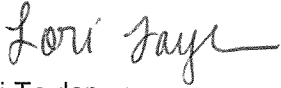
- Strategy #1 Create Industrial and Office Jobs, contains the initiative to "support the development of maritime industries in Alameda."

- Strategy # 3 Business Travel Market and Limited Impact Tourist Attractions, contains the initiative to "market Alameda as a visitor destination."

RECOMMENDATION

This report is for informational and discussion purposes only.

Respectfully submitted,



Lori Taylor
Community Development Director

By:



Eric Fonstein
Development Manager

Exhibit:

1. Alameda Point Brochure

WAREHOUSE/MARINE SPACE FOR LEASE

AMERICA'S CUP

ALAMEDA POINT



WAREHOUSE / MARINE SPACE FOR LEASE

- Central San Francisco Bay Area Location
- Ideal for Yacht Owners, Boat Equipment Storage, Maintenance & Repair Shop Purposes
- Opportunity for Operator(s) of Temporary Floating Docks at Term 1 Area
- Dock Sites Available at FISC Wharf

For Lease		Use	Linear Ft
MARINE USE			
Fleet & Industrial Supply Center (FISC), Alameda, CA 94501 - Wharf		Dock Site - Wharf	
Term 1	Ideal opportunity for operator/user to set up temporary floating docks site	Dock Site - Wharf	
WAREHOUSE USE			SF Avail
1050 W. Tower Ave. - Hangar 12		Warehouse	110,561
650 W. Tower Ave. - Hangar 41		Warehouse	118,041
651 W. Tower Ave. - Building 91		Warehouse	53,223
2251 Orion St. - Building 117 - East Bay		Warehouse	30,929
2251 Orion St. - Building 117 - Middle Bay		Warehouse	30,929
2251 Orion St. - Building 117 - West Bay		Warehouse	37,627
120 W. Oriskany Ave.1 - Building 530		Warehouse/Office	82,251
451 W. Atlantic St. - Building 66		Warehouse/Shop	28,542
450 W. Atlantic St. - Building 113		Warehouse/Shop	13,115
1651 Viking St. - Vacant Lot		Land	30,653
350 W. Trident Ave. - Vacant Lot		Land	53,280
Office/Administrative space is also available ranging in size from single offices of 300 sq ft up to full buildings 6,000-66,000 sq ft. in size.			

FOR LEASING INFORMATION:

101 W. Atlantic Avenue, Alameda, CA 94501- phone 510.749.0304

PMRG

PM Realty Group

www.thepointatalameda.com

WAREHOUSE/MARINE SPACE FOR LEASE

AMERICA'S CUP

ALAMEDA POINT



LOCATION HIGHLIGHTS

- Located directly on the San Francisco Bay
- Central Bay Area Location
- Close to major freeways including 880, 980, and 24
- Close proximity to West Alameda businesses, retail shops and restaurants
- Within minutes to the Alameda/Oakland Ferry Service to San Francisco
- Nearby BART Stations include Lake Merritt and West Oakland Stations
- Within 5 miles of the Bay Bridge and 11 miles to Oakland International Airport
- Strong, local maritime business cluster, including premier full service boat yards
- Second largest concentration of small boat slips in California

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